

Rep Order# 8860799 Ver# 11 Status Revised  
EC'd Yes

Traffic Order# 37377

Printed: 10/09/2012 11:12 AM  
Last Received: 10/09/2012 8:06 AM  
Showing Buylines: All Lines

1 of 8

Station KLAS-TV LAS VEGAS  
Advertiser ( ) BERKLEY, SHELLY  
Product BERKLEY/SENATE/D  
Estimate#  
Buyer MICHAEL DETTORRE  
Phone#  
Fax#

Agency ( ) SHORR JOHNSON MAGNUS  
1831 CHESTNUT ST  
PHILADELPHIA, PA 19103  
Agency C/P1/P2/E  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK  
TOTAL - \$73,965  
PLEASE CONFIRM

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F	400A-459A		:30	\$25.00	10/02-10/05	8	1	8	\$200.00	
				Buyline Comment: NEWS								
	2	M	400A-459A		:30	\$25.00	10/08-10/08	2	1	2	\$50.00	
				Buyline Comment: NEWS								
	3	TU-F	700A-90CA		:30	\$165.00	10/02-10/05	12	1	12	\$1,980.00	
				Buyline Comment: THS MRN								
	4	M	700A-90CA		:30	\$165.00	10/08-10/08	3	1	3	\$495.00	
				Buyline Comment: THS MRN								
	5	TU-F	500A-60CA		:30	\$185.00	10/02-10/05	11	1	11	\$2,035.00	
				Buyline Comment: NEWS								
	6	M	500A-60CA		:30	\$185.00	10/08-10/08	3	1	3	\$555.00	
				Buyline Comment: NEWS								
	7	TU-F	600A-70CA		:30	\$250.00	10/02-10/05	8	1	8	\$2,000.00	
				Buyline Comment: NEWS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	8	M	600A-70CA		:30	\$250.00	10/08-10/08	2	1	2	\$500.00	
				Buyline Comment: NEWS								
	9	TU-F	1200P-1230P		:30	\$275.00	10/02-10/05	4	1	4	\$1,100.00	
				Buyline Comment: NEWS								
	10	M	1200P-1230P		:30	\$275.00	10/08-10/08	1	1	1	\$275.00	
				Buyline Comment: NEWS								
	11	TU-F	1000A-1100A		:30	\$400.00	10/02-10/05	4	1	4	\$1,600.00	
				Buyline Comment: PRICE RITE								
	12	M	1000A-1100A		:30	\$400.00	10/08-10/08	1	1	1	\$400.00	
				Buyline Comment: PRICE RITE								
	13	SU	500P-70CP		:30	\$215.00	10/07-10/07	1	1	1	\$215.00	
				Buyline Comment: NEWS								
	14	SA	500P-700P		:30	\$185.00	10/06-10/06	1	1	1	\$185.00	
				Buyline Comment: NEWS								
	15	TU-F	500P-630P		:30	\$400.00	10/02-10/05	8	1	8	\$3,200.00	
				Buyline Comment: NEWS								
	16	M	500P-630P		:30	\$400.00	10/08-10/08	2	1	2	\$800.00	
				Buyline Comment: NEWS								
	17	TU-F	430P-50CP		:30	\$350.00	10/02-10/05	8	1	8	\$2,800.00	
				Buyline Comment: NEWS								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	18	M	430P-50CP		:30	\$350.00	10/08-10/08	2	1	2	\$700.00	
				Buyline Comment: NEWS								
	19	SA	700P-80CP		:30	\$165.00	10/06-10/06	1	1	1	\$165.00	
				Buyline Comment: ET								
	20	TU-F	700P-80CP		:30	\$350.00	10/02-10/05	6	1	6	\$2,100.00	
				Buyline Comment: ET								
	21	M	700P-80CP		:30	\$350.00	10/08-10/08	2	1	2	\$700.00	
				Buyline Comment: ET								
	22	TU-F	630P-70CP		:30	\$325.00	10/02-10/05	3	1	3	\$975.00	
				Buyline Comment: INS EDIT								
	23	M	630P-70CP		:30	\$325.00	10/08-10/08	1	1	1	\$325.00	
				Buyline Comment: INS EDIT								
	24	TU	800P-90CP		:30	\$2,000.00	10/02-10/02	1	1	1	\$2,000.00	
				Buyline Comment: NCIS								
	25	TU	900P-1000P		:30	\$2,000.00	10/02-10/02	1	1	1	\$2,000.00	
				Buyline Comment: NCIS LA								
	26	TH	900P-1000P		:30	\$1,800.00	10/04-10/04	1	1	1	\$1,800.00	
				Buyline Comment: PERS OF INT								
	27	SU	700P-80CP		:30	\$1,300.00	10/07-10/07	1	1	1	\$1,300.00	
				Buyline Comment: 60 MIN								
	28	M	1000P-1100P		:30	\$1,900.00	10/08-10/08	1	1	1	\$1,900.00	
				Buyline Comment: HAWAII 5.0								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	29	M	900P-1000P		:30	\$2,200.00	10/08-10/08	0	0	0	\$0.00	
				Buyline Comment: 2 GRL/MIKE/MOLLY								
	30	SU	1000P-1100P		:30	\$1,900.00	10/07-10/07	1	1	1	\$1,900.00	
				Buyline Comment: MENTALIST								
	*31	F	1000P-1100P		:30	\$1,400.00	10/05-10/05	0	0	0	\$0.00	
				Buyline Comment: BLUE BLOODS								
				Sales Remark: V11 .								
				V11 Comment Changed, Spots/week Changed								
	32	F	900P-1000P		:30	\$1,200.00	10/05-10/05	1	1	1	\$1,200.00	
				Buyline Comment: MD IN JRSY								
	33	TH	1000P-1100P		:30	\$2,200.00	10/04-10/04	1	1	1	\$2,200.00	
				Buyline Comment: ELEMENTARY								
	34	W	900P-1000P		:30	\$2,300.00	10/03-10/03	0	0	0	\$0.00	
				Buyline Comment: CRIM MIND								
	35	W	1000P-1100P		:30	\$2,000.00	10/03-10/03	0	0	0	\$0.00	
				Buyline Comment: CSI								
	36	TH	800P-900P		:30	\$2,100.00	10/04-10/04	1	1	1	\$2,100.00	
				Buyline Comment: BG BNG/2.5 MEN								
	37	SA	1000P-1100P		:30	\$750.00	10/06-10/06	1	1	1	\$750.00	
				Buyline Comment: 48 HR MYST								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	38	TU-F	1130P-1230A		:30	\$200.00	10/02-10/05	8	1	8	\$1,600.00	
				Buyline Comment: LTTRMN								
	39	M	1130P-1230A		:30	\$200.00	10/08-10/08	2	1	2	\$400.00	
				Buyline Comment: LTTRMN								
	40	TU-F	1237A-137A		:30	\$110.00	10/02-10/05	4	1	4	\$440.00	
				Buyline Comment: FRGUSN								
	41	M	1237A-137A		:30	\$110.00	10/08-10/08	1	1	1	\$110.00	
				Buyline Comment: FRGUSN								
	42	SA-SU	1100P-1135P		:30	\$300.00	10/06-10/07	2	1	2	\$600.00	
				Buyline Comment: NEWS								
	43	TU-F	1100P-1135P		:30	\$500.00	10/02-10/05	4	1	4	\$2,000.00	
				Buyline Comment: NEWS								
	44	M	1100P-1135P		:30	\$500.00	10/08-10/08	1	1	1	\$500.00	
				Buyline Comment: NEWS								
	45	SU	900A-1000A		:30	\$175.00	10/07-10/07	0	0	0	\$0.00	
				Buyline Comment: NFL TDY								
	46	SU	830A-930A		:30	\$265.00	10/07-10/07	0	0	0	\$0.00	
				Buyline Comment: FACE NATN								

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	47	SU	800A-830A		:30	\$215.00	10/07-10/07	2	1	2	\$430.00	
				Buyline Comment: NEWS								
	48	SA	900A-400P		:30	\$1,050.00	10/06-10/06	2	1	2	\$2,100.00	
				Buyline Comment: NCAA FOOTBALL								
	49	SA	800P-1000P		:30	\$500.00	10/06-10/06	2	1	2	\$1,000.00	
				Buyline Comment: SAT PRIME MOVIE								
	50	SU	1000A-400P		:30	\$2,200.00	10/07-10/07	1	1	1	\$2,200.00	
				Buyline Comment: NFL FOOTBALL								
	51	SA	530P-60CP		:30	\$275.00	10/06-10/06	1	1	1	\$275.00	
				Buyline Comment: POLITICS NOW								
	52	SU	800A-90CA		:30	\$350.00	10/07-10/07	1	1	1	\$350.00	
				Buyline Comment: CBS THIS MORNING								
	53	TU-F	500A-60CA		:30	\$790.00	10/02-10/05	1	1	1	\$790.00	
				Buyline Comment: NEWS								
	54	TU-F	600A-70CA		:30	\$965.00	10/02-10/05	1	1	1	\$965.00	
				Buyline Comment: NEWS								
	55	TU-F	700A-90CA		:30	\$700.00	10/02-10/05	1	1	1	\$700.00	
				Buyline Comment: GMA								
	56	TU-F	300P-40CP		:30	\$1,490.00	10/02-10/05	1	1	1	\$1,490.00	
				Buyline Comment: ELLEN								
	57	TU-F	900A-1000A		:30	\$1,050.00	10/02-10/05	1	1	1	\$1,050.00	
				Buyline Comment: LIVE WITH KELLY								

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	58	TU-F	500P-630P		:30	\$1,750.00	10/02-10/05	1	1	1	\$1,750.00	
				Buyline Comment: NEWS								
	59	SA	530P-600P		:30	\$965.00	10/06-10/06	1	1	1	\$965.00	
				Buyline Comment: POLITICS NOW								
	60	SU	1000A-400P		:30	\$7,700.00	10/07-10/07	1	1	1	\$7,700.00	
				Buyline Comment: NFL FOOTBALL								
	61	SA	800P-1000P		:30	\$2,000.00	10/06-10/06	1	1	1	\$2,000.00	
				Buyline Comment: SAT PRIME MOVIE								
	62	W	1000P-1030P		:30	\$350.00	10/03-10/03	2	1	2	\$700.00	
				Buyline Comment: ET								
	63	W	1030P-1100P		:30	\$325.00	10/03-10/03	1	1	1	\$325.00	
				Buyline Comment: INSIDE EDITION								
	64	TU-F	400A-459A		:30	\$25.00	10/02-10/05	1	1	1	\$25.00	
				Buyline Comment: NEWS								
	65	TU-F	400A-459A		:30	\$20.00	10/02-10/05	1	1	1	\$20.00	
				Buyline Comment: NEWS								
	66	TU-F	430P-500P		:30	\$1,575.00	10/02-10/05	1	1	1	\$1,575.00	
				Buyline Comment: NEWS								
	*67	SA	800P-1000P		:30	\$500.00	10/06-10/06	2	1	2	\$1,000.00	
				Buyline Comment: MOVIE								
				V11 Added								

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	*68	SA	1135P-1235A		:30	\$335.00	10/06-10/06	1	1	1	\$335.00	
				Buyline Comment: PRIVATE PRACTICE								
				V11 Added								
	*69	SU	1135P-1205A		:30	\$65.00	10/07-10/07	1	1	1	\$65.00	
				Buyline Comment: GAMETIME								
				V11 Added								

---REPORT TOTALS---

Report Totals: 154 / \$73,965.00

---SALES MONTHLY TOTALS---

Oct 12: 154 / \$73,965.00  
Sales Totals: 154 / \$73,965.00  
Station Totals: 154 / \$73,965.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$246,550	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null  
Demos RA35+